

lite from Dec. 1, 1993, until the Apstar launch. Hendricks says that the number of Asian households that can afford new television services could be as low as 5% of the population—but that 5% of that market is a huge audience.

Among other deals in the works, Discovery has a 20% partnership in a planned Canadian version of the channel that is currently awaiting regulatory approval.

Errata

A story in the Sept. 27 issue mistakenly said that NBC's *Meet the Press* had "dethroned" *This Week with David Brinkley*. While *Press* has improved its position and has taken the lead in the Washington market, where the Sunday discussion shows have a good deal of influence, *Brinkley* continues to win consistently on a national basis, usually by a full rating point or more.

Top cable shows and nets

Following are the top 15 basic cable programs (Sept. 20-26), ranked by households tuning in. The cable network ratings are percentages of the total households each network reaches. The U.S. ratings are percentages of the 94.2 million households with TV sets. Source: Nielsen Media Research.

Program	Ntwk	Time (ET)	HHs. (000)	Rating Cable	U.S.
1. NFL (<i>Patriots-Jets</i>)	TNT	Sun. 8p	3,193	5.3	3.4
2. <i>The Substitute</i> (movie)	USA	Wed. 9p	2,682	4.4	2.8
3. MLB (<i>Braves-Phillies</i>)	TBS	Fri. 7:30p	2,611	4.3	2.8
4. NFL Primetime	ESPN	Sun. 7p	2,455	4.0	2.6
5. MLB (<i>Braves-Expos</i>)	TBS	Thu. 7:30p	2,395	3.9	2.5
6. <i>Rocko's Modern Life</i>	NICK	Sun. 11:30a	2,245	3.8	2.4
7. <i>Ben & Stimpy</i>	NICK	Sun. 11a	2,183	3.7	2.3
8. MLB (<i>Braves-Phillies</i>)	TBS	Sun. 1:30p	2,126	3.5	2.3
9. NFL Gameday	ESPN	Sun. noon	2,062	3.3	2.2
10. <i>Rugrats</i>	NICK	Sun. 10:30a	2,034	3.4	2.2
11. MLB (<i>Braves-Expos</i>)	TBS	Tue. 7:30p	1,990	3.3	2.1
12. College Football (<i>Rutgers-Penn State</i>)	ESPN	Sat. 7:30p	1,939	3.1	2.1
13. <i>Saved by the Bell</i>	TBS	Mon. 5:30p	1,937	3.2	2.1
14. <i>Saved by the Bell</i>	TBS	Thu. 5:30p	1,888	3.1	2.0
15. <i>Clarissa Explains It All</i>	NICK	Sun. noon	1,819	3.1	1.9

The top live basic cable services for the week of Sept. 20-26 are listed at right; they are ranked by the number of households tuning in during prime time (8-11 p.m.). The cable-network ratings are percentages of the total households each network reaches; the shares are percentages of the total households each network reaches that have their TV sets on during prime time. Source: cable networks based on Nielsen Media Research.

Network	HHs. (000)	Rating Share
TBS	1,471	2.4/3.9
USA	1,250	2.0/3.2
ESPN	1,059	1.7/2.8
TNT	959	1.6/2.6
NICK	670	1.1/1.8

ALL TALK

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